Amendments to the Claims

1-26.(canceled)

27.(currently amended)   A computerized method of formatting print data, comprising:

    establishing a higher level formatting rule for the print data;

    establishing lower level formatting rules configured to change the print data to conform to the higher level rule;

    establishing a maximum of permitted change for the lower level rules;

    establishing a fail safe rule that when applied to the print data conforms the print data to the higher level rule;

    applying each lower level rule to the print data until the rule is met or until the maximum of permitted change for the rule is reached, whichever occurs first applying the lower level rules to the print data; and

    applying the fail safe rule to the print data if applying the lower level rules to the print data does not conform the print data to the higher level rule.

28.(canceled)

29.(previously presented) The method of Claim 27 wherein the higher level formatting rule comprises fitting all of the print data on one page and the fail safe rule comprises cutting the print data.

30.(previously presented) The method of Claim 27 wherein the print data comprises data representing one or more of static text, dynamic text, static graphics or dynamic graphics.

31.(currently amended)   A computer readable medium having computer code thereon for:

    establishing a higher level formatting rule for the print data;

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establishing lower level formatting rules configured to change the print data to conform to the higher level rule;

establishing a maximum of permitted change for the lower level rules;

establishing a fail safe rule that when applied to the print data conforms the print data to the higher level rule;

applying each lower level rule to the print data until the rule is met or until the maximum of permitted change for the rule is reached, whichever occurs first applying the lower level rules to the print data; and

applying the fail safe rule to the print data if applying the lower level rules to the print data does not conform the print data to the higher level rule.

32.(canceled)

33.(previously presented) The medium of Claim 31 wherein the higher level formatting rule comprises code for fitting all of the print data on one page and the fail safe rule comprises cutting the print data.

34.(previously presented) The medium of Claim 31 wherein the print data comprises data representing one or more of static text, dynamic text, static graphics or dynamic graphics.

35.(previously presented) The method of Claim 27 wherein the higher level formatting rule comprises fitting all of the print data on one page and the lower level formatting rules include two or more of reducing a font, shrinking photos and graphics proportional with a font, reducing a length of some data fields, or shrinking a margin.

36.(previously presented) The medium of Claim 31 wherein the higher level formatting rule comprises fitting all of the print data on one page and the lower level formatting rules include two or more of reducing a font, shrinking photos and graphics proportional with a font, reducing a length of some data fields, or shrinking a margin.

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37.(currently amended)   A computerized method of formatting print data, comprising:

establishing a higher level formatting rule for the print data;

establishing a lower level formatting rule configured to change the print data to conform to the higher level rule;

establishing a maximum of permitted change for the lower level rule; and

applying the lower level rule to the print data until the rule is met or until the [[a]] maximum of permitted change for the rule is reached, whichever occurs first.

38.(previously presented) The method of Claim 37, further comprising:

establishing a fail safe rule that when applied to the print data conforms the print data to the higher level rule; and

applying the fail safe rule to the print data if applying the lower level rule to the print data does not conform the print data to the higher level rule.

39.(currently amended)   A computer readable medium having computer code thereon for:

establishing a higher level formatting rule for the print data;

establishing a lower level formatting rule configured to change the print data to conform to the higher level rule;

establishing a maximum of permitted change for the lower level rule; and

applying the lower level rule to the print data until the rule is met or until the [[a]] maximum of permitted change for the rule is reached, whichever occurs first.

40.(previously presented) The medium of Claim 39 having code thereon for:

establishing a fail safe rule that when applied to the print data conforms the print data to the higher level rule; and

applying the fail safe rule to the print data if applying the lower level rule to the print data does not conform the print data to the higher level rule.

41-48.(canceled)

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